MERIT JANUARY RETAIL PROMO

- On Pack: Buy 2 packs, get free lighter and
- On Carton: Buy 1 carton, get free lighter a
- Jan 1994 to Feb 1994
- Postage & Handling Cost to consumer
- Circulation: 2,217,330
- Premium: Porcelain Ashtray with 10 pk UP

TRASH

OK

make sure Cim puts in files

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ESTIMATE FOR RESPONSE TO ASHTRAY OF

* Historically, premium brand offers (u have generated an average respons (conversion factor based on previou

* Premium brand programs with simil ... ows:

PROGRAM (DROP DATE)	#PREMIUM	MEDIA	#UPCS	$(CASH/P&H)	RESPONSE	CONVERT TO PACK RESPONSE
Marlboro Wild West T-Shirts (4/1/90)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
Marlboro Wild West Collection (11/1/89)	1	[illegible]	[illegible]	[illegible]	[illegible]	-
Marlboro Country Music III (9/10/89)	1	On pack	6 pk	$1.50	0.72%	-
Parliament Cassette Player (11/1/89)	1	On pack	10 pk	$6.49	0.10%	-
Merit Cooler Offer (3/1/91)	1	On pack	5 pk	$3.50	2.55%	-
Marlboro Country Music III (9/10/89)	1	On pack	8 pk	$1.50	0.72%	-
Marlboro Wild West T-Shirts (5/15/91)	1	On pack	15 pk	$3.50	5.42%	-
				AVERAGE	2.06%	
Merit Blue Chip Collection (12/15/91)	5 items - Wallet	On carton	1 ctn	$0.00	0.44%	0.22% (10 pk)
Merit Umbrella Offer (12/1/89)	2	On carton	1 ctn	$1.00	2.44%	1.22% (10 pk)
Merit Ultima Coupons (6/1/92)	1	On carton	1 ctn	$0.00	7.74%	3.87% (10 pk)
B&H Umbrella Offer (12/1/89)	2	On carton	1 ctn	$1.00	3.33%	1.67% (10 pk)
B&H Collection (3/15/89)	5 items - Travel Kit	On carton	1 ctn	$0.00	0.01%	0.005% (10 pk)
Virginia Slims Umbrella Offer (12/1/89)	2	On carton	1 ctn	$1.00	3.75%	1.88% (10 pk)
				AVERAGE		1.48%

* Two programs that offered an ashtray generated the following responses:

PROGRAM (DROP DATE)	#PREMIUM	MEDIA	#UPCS	$(CASH/P&H)	RESPONSE
Next Collection (9/1/90)	5 items - ashtray	On carton	30 pk or 3 ctn	$0.00	0.23%
Next Collection (9/1/90)	5 items - ashtray	On pack	30 pk or 3 ctn	$0.00	0.26%

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* Based on these information, the estimated reponse rate for this program [redacted] The response could be higher because upon purchase of the carton, consumers would already have the 10 pk UPCs they need to redeem the ashtray.

Source: https://www.industrydocuments.ucsf.edu/docs/mygj0004